

ORDER



Orders
Order / Rev: 698188 - 2
Alt Order #: 6225594
Product Desc: BEAN FOR FL SENATE
Estimate: 222
Flight Dates: 08/07/12 - 08/14/12
Original Date / Rev: 08/02/12 / 08/02/12
Order Type: Core

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Mentzer Media Services/ POL
Buying Contact:
Billing Contact:
 600 Fairmount Ave. Suite 306
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Bean, A/ R / FI Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	88	\$55,240.00	\$46,954.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	88	\$55,240.00	\$46,954.00	0.00
Totals	88	\$55,240.00	\$46,954.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	38%	\$55,240.00
Market	100%	\$145,368.42

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$10,175.79
WCWJ	0%	\$0.00
WJXT	25%	\$36,342.11
WJXX	7%	\$10,175.79
WTEV	23%	\$33,434.74

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount																				
N 8	WTLV	08/07/12	08/12/12	Olympic Late News Olympic Late News	CM	Various	-TWTFSS	:30	6	\$400.00	P-3	0.00	NM	5	\$2,000.00																				
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 08/06/12</td><td>08/12/12</td><td>-TWTFSS</td><td>6</td><td>\$400.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 08/06/12	08/12/12	-TWTFSS	6	\$400.00	0.00								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																														
Week: 08/06/12	08/12/12	-TWTFSS	6	\$400.00	0.00																														
<table><tr><td><u>Spot</u></td><td><u>Ch</u></td><td><u>Date Range</u></td><td><u>Description</u></td><td><u>Start/End Time</u></td><td><u>Weekdays</u></td><td><u>Length</u></td><td><u>Rate</u></td><td><u>Rtg</u></td><td><u>Type</u></td></tr><tr><td>3</td><td>WTLV</td><td>08/06/12-08/12/12</td><td>Olympic Late News</td><td>Various</td><td>-TwThFSaSu</td><td>:30</td><td>(\$400.00)</td><td>0.00</td><td>NM</td></tr></table>																<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	3	WTLV	08/06/12-08/12/12	Olympic Late News	Various	-TwThFSaSu	:30	(\$400.00)	0.00	NM
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>																										
3	WTLV	08/06/12-08/12/12	Olympic Late News	Various	-TwThFSaSu	:30	(\$400.00)	0.00	NM																										
Credited																																			
N 27	WTLV	08/11/12	08/12/12	Olympics Weekend PM Olympics Weekend PT	CM	Sa/Su 12-6p	-----SS	:30	1	\$1,250.00	P-1	0.00	NM	1	\$1,250.00																				
<table><tr><td><u>Start Date</u></td><td><u>End Date</u></td><td><u>Weekdays</u></td><td><u>Spots/Week</u></td><td><u>Rate</u></td><td><u>Rating</u></td></tr><tr><td>Week: 08/06/12</td><td>08/12/12</td><td>-----SS</td><td>1</td><td>\$1,250.00</td><td>0.00</td></tr></table>																<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>	Week: 08/06/12	08/12/12	-----SS	1	\$1,250.00	0.00								
<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>																														
Week: 08/06/12	08/12/12	-----SS	1	\$1,250.00	0.00																														
N 28	WTLV	08/07/12	08/10/12		CM	Olympics Weekday-2222--		:30	8	\$425.00	P-1	0.00	NM	8	\$3,400.00																				

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Weekday DT														
Olympics Weekday DT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/06/12	08/12/12	-2222--		8		\$425.00		0.00				
N 29	WTLV	08/13/12	08/14/12	M-F 11a-12p	CM	M-F 11a-12p MT-----	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
				M-F 11a-12p										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		2		\$70.00		0.00				
N 30	WTLV	08/13/12	08/14/12	M-F 12-1230p	CM	M-F 12p-12:30p MT-----	:30	2	\$155.00	P-1	0.00	NM	2	\$310.00
				FCN Noon News										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	MT-----		2		\$155.00		0.00				
N 31	WTLV	08/13/12	08/14/12	M-F 730-8p	CM	M-F 7:30p-8p M-----	:30	1	\$1,100.00	P-1	0.00	NM	1	\$1,100.00
				Jeopardy										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	M-----		1		\$1,100.00		0.00				
N 32	WTLV	08/13/12	08/14/12	Tonight Show	CM	1135p-1237a M-----	:30	2	\$145.00	P-3	0.00	NM	2	\$290.00
				Tonight Show										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	M-----		2		\$145.00		0.00				
												Totals	88	\$55,240.00